

REP HEADLINE# 6187370 TRF# 321599
\$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG9/12 13.55
CHANGES ** WPXI-TV ***

ADV # 13937 ADV. NAME ISS/NRCC-IE

AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # 18 SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6187370

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC 8/31 EST#2596 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG31/12 SEP6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG9/12 13.55

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
M4-6 OK
TTLS \$42,325
PLEASE CONFIRM, THANKS!

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
38	S		800P-900P	30		\$1,000.00	8/31	8/31	0		FRI	0
AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2596												
AGENCY PRODUCT CODE = 426												
PROGRAM : WHO DO YOU THINK?												
RA35+ : 3.0												
CON COM1: WHO DO YOU THINK?												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
56	A		800P-900P	30		\$1,000.00	8/31	8/31	1		FRI	1
PROGRAM : AGT RA35+ : 3.0 ORD COM1: PRG CHG- AGT ORD COM2: SPT IS BOOKED- THX JEN THIS IS A MAKE-GOOD FOR AUG31 ON LINE-38 FOR 1 SPOT/WK												
49	S		1000P-1100P	30		\$2,000.00	9/4	9/4	0		TUE	0
PROGRAM : AGT RA35+ : 7.2 CON COM1: AGT												
57	A		800P-1000P	30		\$2,000.00	9/4	9/4	2		TUE	2
PROGRAM : AGT RA35+ : 7.2 ORD COM1: TIME CHG ORD COM2: SPTS ARE BOOKED- THX JEN THIS IS A MAKE-GOOD FOR SEP4 ON LINE-49 FOR 2 SPOTS/WK												
55	S		730P-800P	30		\$1,250.00	9/5	9/5	0		WED	0
PROGRAM : WHEEL-FORTNEC RA35+ : 4.3 CON COM1: WHEEL-FORTNEC												
58	A		700P-730P	30		\$1,250.00	9/5	9/5	1		WED	1
PROGRAM : JEOP RA35+ : 4.3 ORD COM1: JEOP ORD COM2: SPT IS BOOKED- THX JEN THIS IS A MAKE-GOOD FOR SEP5 ON LINE-55 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M4	OK'D	BUY#38	MISSED:FRI/800P-900P				AUG31		30S	\$1,000.00	(AUG9/12)	
			OFFER:FRI/800P-900P				AUG31		30S	\$1,000.00	PLS ADVISE.	
			CMT:PRG CHG- AGT									
			CMT:SPT IS BOOKED- THX JEN									
M5	OK'D	BUY#49	MISSED:TUE/1000P-1100P				SEP4(2/WK)		30S	\$2,000.00	(AUG9/12)	
			OFFER:TUE/800P-1000P				SEP4(2/WK)		30S	\$2,000.00	PLS ADVISE.	
			CMT:TIME CHG									
			CMT:SPTS ARE BOOKED- THX JEN									

ML

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 CHANGES *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M6	OK'D	BUY#55	MISSED: WED/730P-800P						30S	\$1,250.00	(AUG9/12)	
			OFFER: WED/700P-730P						30S	\$1,250.00	PLS ADVISE.	
			CMT: JEOP									
			CMT: SPT IS BOOKED- THX JEN									

SEP/12 42325.00

CONTRACT TOTAL 42325.00
 TOTAL SPOTS 50



MARKET TOTALS \$142,500 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6187370 TRF# 321599 REP: TEL# 215-564-1206 FAX# 215 564 1103
 \$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM STATION AUG9/12 11.38
 *** WPXI-TV ***

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STATION MAKEGOOD OFFERS:

M4	UNRESL	BUY#38	MISSED: FRI/800P-900P	AUG31	30S	\$1,000.00	(AUG9/12)
			OFFER: FRI/800P-900P		30S	\$1,000.00	PLS ADVISE.
			CMT: PRG CHG- AGT				
			CMT: SPT IS BOOKED- THX JEN				
M5	UNRESL	BUY#49	MISSED: TUE/1000P-1100P	SEP4 (2/WK)	30S	\$2,000.00	(AUG9/12)
			OFFER: TUE/800P-1000P	SEP4 (2/WK)	30S	\$2,000.00	PLS ADVISE.
			CMT: TIME CHG				
			CMT: SPTS ARE BOOKED- THX JEN				
M6	UNRESL	BUY#55	MISSED: WED/730P-800P	SEPS	30S	\$1,250.00	(AUG9/12)
			OFFER: WED/700P-730P	SEPS	30S	\$1,250.00	PLS ADVISE.
			CMT: JEOP				
			CMT: SPT IS BOOKED- THX JEN				

CONTRACT TOTAL 42325.00
 TOTAL SPOTS 50